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HOMEMAKERS' CHAT

WEDNESDAY, June 14, 1939

(FOR BROADCAST USE ONLY)

SUBJECT: "FOOD SHOPPING NOTES." Information from the Bureau of Agricultural Economics, U.S.D.A. and the Consumers' Counsel, A.A.A.

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Once again here's news for the lady who buys fresh foods at the market and wants tips on supplies and prices.

On your market list this month be sure to write: cherries, blackberries, apricots, California cantaloups, and Florida watermelons as well as those refreshing salad vegetables--cucumbers. For this is the month when these fresh products go to market in largest amounts so you should be able to buy them at lowest prices.

June is the month when the first apples and apricots of the new season go to market, and also the first honeydew and honeyball melons, and the first blueberries, blackberries, figs, grapes and gooseberries.

As a general rule, most foods are more plentiful in June than in May. But not all are as plentiful this month as they were a year ago. You can expect more pork, poultry, dairy products and eggs on the market this month, but less lamb, less beef, and fewer melons than we had last year.

After the first week in June the strawberry supply dwindles. But larger supplies of other berries begin coming on the market. The season for blueberries and huckleberries runs from June through September with August as the biggest month. Blackberry season starts in June and ends in August. You can generally count on the most blackberries late in June. As for raspberries, they usually are in the markets both in June and July with the heaviest season in July.

Apricot season is very short. It runs from June through July, occasionally into August. The big shipments of apricots come to market during July. Apricot



growers usually pick their fruit when slightly immature so that the apricots will still be firm & in good condition when they reach the market. Well-matured apricots are firm but they have an even golden-yellow color. Immature apricots are greenish yellow and more or less shriveled before they reach the market. Because apricots are very perishable, be sure to accept none that are bruised, even at bargain prices unless you can use them at once.

A good many more melons come to market in June. You can buy cantaloups, watermelons, honeydew and honeyball melons this month. Take your choice. As you probably know, honeydew melons look a good deal like honeyballs only they are larger. When honeydews are ripe they have a creamy yellow rind and the area around the small scar or button at the blossom end yields to slight pressure. When honeyballs are ripe, they have a light yellowish rind and also yield to slight pressure. Honeyball season runs until September with the heaviest shipments usually in July. Honeydews have a longer season. You can buy honeydews through December but their biggest season is August.

Cherry season usually is over by August. The 2 main groups of cherries, as every good housekeeper knows, are the sweet cherries for eating fresh and the sour cherries for pie and sauce. Cherries which are not ripe enough are smaller than the ripe cherries, and are hard and of poor color. Those that are too ripe are soft and have a dull look.

While we're on the subject of fruit, here's more news of oranges and grapefruit. California is supplying most of the oranges we eat at this season. For California's summer or Valencia oranges are on the market from June through October. This year's Valencia crop is larger than average but not quite so large as last year's. And many of the oranges of this crop will be small. As for grapefruit, the season is now drawing to a close. Shipments of grapefruit from Texas have stopped because of quarantine regulations. And Florida season is ending. July and August are the 2 months when the supplies of grapefruit are at their lowest for the year.



So much for fruits. Now a little vegetable news. If you like asparagus, now is the time to indulge in it. Lots of asparagus selling this month. But the season ends in July. Right now a good deal of asparagus is going to market from New Jersey.

For your salads this month, you can count on plenty of lettuce. Lettuce and tomato supplies are usually more plentiful in June and July than in any other month. This year there will be lots of lettuce but not so many tomatoes.

Finally, here's a word about summer meat supplies. There's more better-grade beef on the market than there was a year ago. But the total beef supplies are smaller. The farmers are holding back part of their cattle for restocking herds.

If you count your pennies and plan economical meals, be sure to remember the 8 foods which the Secretary of Agriculture has listed as "surplus agricultural commodities". They are good buys for everyone. Here they are: butter, eggs, dry beans, dried prunes, oranges, grapefruit, wheat and graham flour and cornmeal.

That concludes the food-shopping notes for today.

